

**Education and Awareness Work Group  
Report to the Riparian Vegetation Management Task Force  
Wednesday, November 14, 2007**

The Education and Awareness Work Group held their first meeting in Alma on Tuesday, November 6<sup>th</sup>. Members present were Mike Clements, Bob Bettger and Gloria Erickson. The group discussed the importance of utilizing the knowledge and experience of many of our partners across the state. It was decided to invite all the partners identified for the group plus a representative from the RC&D's to all future meetings.

The action items assigned to the group were discussed. Most of our initial discussion centered on recommendations on how to keep the public informed of task force activities and a framework for public input. Focus areas were identified as follows:

1. More press releases (who, what, where, when and how).
2. Department of Agriculture should be the lead agency in handling press releases at a statewide level (who and how should local releases be delivered).
3. Identify the target groups we want to reach, i.e. landowners, media, partners, and general public.
4. Identify talking points for future meetings, i.e. web-site, press releases, flyers, booths and speakers bureau.

In addressing action item number two, which is a review of current invasive plant information and education activities, the group plans to review information gathered by the NRCS QIP Team at our next meeting. Our next meeting has not been scheduled at this time.

Mike Clements  
Chairman